**Sport Chalet Dynamic Remarketing Tag Implementation Instructions**

**1. Place the Google Remarketing Tag on all pages of your website site.**To get started, you'll need to place the remarketing tag that you'll find at the end of this email on all the pages on your website..

To ensure that all the webpages on your site include the dynamic remarketing tag, you should insert the remarketing tag in one place, where it would automatically update all the webpages on your site. Typically you would do this within your webpage template. ***Remarketing Tag is on page 2.***

Tag [setup guide in the Help Center](https://support.google.com/adwords/answer/2476688?ref_topic=2677439&hl=en)

**2. Include custom parameters in your tag.**To enable the dynamic creative and bid optimization, include these required parameters in your tag: product ID (ecomm\_prodid), page type (ecomm\_pagetype), and product value (ecomm\_totalvalue). For proper setup, it's important to follow the specified naming convention for all three parameters; otherwise, your site visitors might not be added to your lists and your dynamic remarketing campaigns might not run properly.

Additionally, the product ID you place in the "ecomm\_prodid" must match the ID from your Google Merchant Center feed.

To help with that, we've provided 10 sample product IDs and corresponding URLs from your feed at the bottom of this document that you can use to verify your tag setup. Titled ***Sample Google Merchant Center Feed Items – starts below the Remarketing Tag on page 2.***

**3. Use tag validations tools to ensure proper implementation.**When reviewing whether the tag was properly implemented, please verify that when the Google Remarketing Tag fires on your website, it is extracting the right Product ID and it matches the same value in the Google Merchant Center.

Google recommends using these tag tools to make sure that it has been placed on your site correctly.

[**Tag Assistant Chrome Extension**](https://chrome.google.com/webstore/detail/tag-assistant-by-google/kejbdjndbnbjgmefkgdddjlbokphdefk?hl=en)Download this tool to verify that you've installed the remarketing tag correctly. Once installed, you can just navigate to any page of your website to see which tags are on the page. Tag assistant will also tell you if there are errors to the tag and offer suggestions on how to fix it. For more information, reference this [Help Center article](https://support.google.com/tagassistant/answer/2947093?hl=en) on Tag Assistant.

**Tag Validation in AdWords**allows you to see whether your remarketing tag is properly firing, provides useful statistics on your remarketing tag and in the event of a problem, shows you common solutions to help troubleshoot. For more information, reference this[Help Center article](https://support.google.com/adwords/answer/3103509?hl=en) on Tag Validation.

**4. Review the**[**Remarketing program policy**](https://support.google.com/adwordspolicy/answer/143465?hl=en)to find out what you need to include in your site's privacy policy, and which [sensitive categories](https://support.google.com/adwordspolicy/answer/143465?hl=en#sensitive) of sites can't use this feature.

KEEP IN MIND ALL KNIVES/WEAPONS SHOULD NOT BE INCLUDED!!

**Remarketing Tag**

***Implement everything highlighted in yellow below on EVERY page of the Sport Chalet Website.***

<!-- Google Code for Remarketing Tag -->

<!--------------------------------------------------

Remarketing tags may not be associated with personally identifiable information or placed on pages related to sensitive categories. See more information and instructions on how to setup the tag on: <http://google.com/ads/remarketingsetup>

--------------------------------------------------->

<script type="text/javascript">

var google\_tag\_params = {

ecomm\_prodid: 'REPLACE\_WITH\_VALUE',

ecomm\_pagetype: 'REPLACE\_WITH\_VALUE',

ecomm\_totalvalue: 'REPLACE\_WITH\_VALUE',

};

</script>

<script type="text/javascript">

/\* <![CDATA[ \*/

var google\_conversion\_id = 1031871003;

var google\_custom\_params = window.google\_tag\_params;

var google\_remarketing\_only = true;

/\* ]]> \*/

</script>

<script type="text/javascript" src="//[www.googleadservices.com/pagead/conversion.js](http://www.googleadservices.com/pagead/conversion.js)">

</script>

<noscript>

<div style="display:inline;">

<img height="1" width="1" style="border-style:none;" alt="" src="//[googleads.g.doubleclick.net/pagead/viewthroughconversion/1031871003/?value=0&amp;guid=ON&amp;script=0](http://googleads.g.doubleclick.net/pagead/viewthroughconversion/1031871003/?value=0&guid=ON&script=0)"/>

</div>

</noscript>

**Sample Google Merchant Center Feed Items**

The following table shows sample Product IDs together with the URL of the product page according to Merchant Center 7083460. For example, for this product page in your site: <http://www.sportchalet.com/product/301234_3164833.do>, the Product ID is 301234\_3164833 Charcoal Small Men's. When implementing the remarketing tag on this page, use this Product ID for the custom parameter "ecomm\_prodid". On that particular page, your custom parameters would look as follows. Review [these instructions](https://support.google.com/adwords/answer/3103357?hl=en) on implementing the appropriate custom parameters on different sections of your site.

<script type="text/javascript">

var google\_tag\_params = {

ecomm\_prodid: '301234\_3164833 Charcoal Small Men's',

ecomm\_pagetype: 'product',

ecomm\_totalvalue: 'REPLACE\_WITH\_VALUE'

};

</script>

|  |  |
| --- | --- |
| PRODUCT ID | URL |
| 301234\_3164833 Charcoal Small Men's | <http://www.sportchalet.com/product/301234_3164833.do> |
| 300519\_3068368 | <http://www.sportchalet.com/product/300519_3068368.do?utm_source=adwords&utm_medium=cpc&utm_content=300519_3068368&utm_campaign=product_listings> |
| 301234\_3154313 Purple X-Small Women's | <http://www.sportchalet.com/product/301234_3154313.do> |
| 301970\_1010420 | <http://www.sportchalet.com/product/301970_1010420.do?utm_source=adwords&utm_medium=cpc&utm_content=301970_1010420&utm_campaign=product_listings> |
| 300189\_1399781 Tan Large Adult-Unisex | <http://www.sportchalet.com/product/300189_1399781.do> |
| 300175\_3143181 Black Large Boys' | <http://www.sportchalet.com/product/300175_3143181.do> |
| 300254\_3158417 Adult-Unisex | <http://www.sportchalet.com/product/300254_3158417.do?utm_source=adwords&utm_medium=cpc&utm_content=300254_3158417&utm_campaign=product_listings> |
| 301664\_3071103 | <http://www.sportchalet.com/product/301664_3071103.do?utm_source=adwords&utm_medium=cpc&utm_content=301664_3071103&utm_campaign=product_listings> |
| 301307\_3155273 Pink X-Small Women's | <http://www.sportchalet.com/product/301307_3155273.do> |
| 301614\_3161368 Women's | <http://www.sportchalet.com/product/301614_3161368.do> |